

Community, Tribal and Statewide Disparity Contractor Activities

Goal C1: Increase Community Capacity for Tobacco Control

Activities related to this goal are intended to provide community organizations and the communities that they serve with skills, resources, and information that will result in sustainable, logical, and well-implemented work plans and activities. They should make daily operation of a local program go more smoothly. Specifically, activities involve community members; provide training and networking opportunities for adult or youth volunteers and staff; and increase awareness or coordination of tobacco control activities among the community and/or community leaders.

Activities within this goal area work collectively to generate community momentum for tobacco control, and remove barriers to implementation of other tobacco control activities. Successful efforts, in conjunction with school-based programs and state-level activities, will result in community laws and norms becoming more “anti-tobacco.”

Community Coalition/Advisory Board C1.01 (Required for Community, Large Tribe and Disparity Contractors)

Convene a group of stakeholders to advise community plan development and implementation. Participants should represent sub-populations from throughout the community, and provide information about existing resources and activities in the community that work plan activities may take advantage of. Advisory groups (coalitions, boards) must be convened at least quarterly. Include the frequency of meetings in your description. Names of organizations serving on the advisory group and their role must be added to your contact list in CATALYST and identified as ‘advisory board member’ contacts.

Outputs/Use to Report in CATALYST

- Number of advisory board members who will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.
- For 2004-05, document progress toward strategic plan development using this activity.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Primary Outcome: Efficient, effective, and sustainable work plans are created and implemented for the community, with support from a variety of key partners.

Secondary Outcome: Awareness and capacity for tobacco control is created within organizations that the stakeholders represent.

Evaluation Tool(s) Available

- CATALYST -- Advisory Board Member Survey (May be used annually)

Associated Benchmarks and Measures Statewide

- Increase the proportion of community members who are aware of a local organization working on tobacco control.
 - o WA Measure: 13% (Source: Adult Telephone Survey, 2002)

Related Activities

- Adult Summits and Forums - C1.03
- Volunteer Involvement – C1.06
- Raising Awareness of Community Activities - C1.07

Rationale

By taking advantage of knowledge and experience from stakeholders, work plans can build on community systems and structures, address key populations in need, and also reflect the values of the community's leadership. Stakeholders who contribute to and become engaged in the implementation of a community work plan can bring this commitment to tobacco control and/or information back to the organization that they represent or to other leadership boards that they serve on. Active organizational representatives or individuals can take leadership for projects, freeing paid staff from the contractor organization to work on other activities, and thus completing more activities. Meaningful engagement of members outside of paid organization staff creates community momentum and sustainability for tobacco control.

References and Resources

- American Cancer Society "Communities of Excellence"
- Tobacco Prevention Resource Center training on coalition development
www.tobaccoprc.org

Youth Coalition/Advisory Board C1.02

Convene a group of young leaders to advise planning or plan youth-related activities. Youth leaders should represent a variety of youth from sub-populations throughout the community. Youth groups may be convened on a regular basis, or an ad-hoc basis (for example, related to a specific project).

Outputs/Use to Report in CATALYST

- Number of youth to be engaged over the course of the year (set goals from among specific target populations, if applicable).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Youth Leaders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Activities implemented in the community are youth-led and youth-driven, to increase their effectiveness and credibility for other youth. Youth voices are represented in public debate about tobacco control issues. Youth successfully advocate for public policy change (SHS restrictions)

Evaluation Tool(s) Available

- CATALYST -- Advisory Board Member Survey (May be used annually)

Associated Benchmarks and Measures Statewide

- Increase the proportion of youth who report that they have ever participated in activities to encourage other youths to say "no" to tobacco such as youth groups, health fairs, or presentations to younger children in the past year.
 - WA Measure: 36% among 12-13 year olds, 27% among 14-15 year olds, and 18% among 16-17 year olds (Source: Youth Telephone Survey, 2002)

Related Activities

- Youth Summits/Forums - C1.03
- Washington Prevention Summit – C1.03.03
- Project Speak Out – Youth Leadership Training - C1.11

Rationale

The American Legacy Foundation is currently testing the research theory that youth empowerment – including youth leadership in developing programs that serve youth – is an important component in reducing youth tobacco use. The highly successful initial implementation of the Florida state tobacco control program in reducing youth tobacco use was largely attributed to an intensive media campaign (the original “truth” campaign) *and* youth empowerment through active youth coalitions in each county.

References and Resources

- American Cancer Society “Project Speak Out” youth leadership program. For information on the American Cancer Society Speak Out! contact your local community staff person or Mindy May at 1-800-729-5588.

Summits

Adult or Youth Summit/Forum C1.03.01

Local summits may be held at any time during the year, for either general topics or specific topics. Local organizations may also piggyback tobacco topics onto more general or related community summits.

Regional Youth Summit C1.03.02

DOH encourages regional youth tobacco summits in spring or summer for ESD-based regions across the state, to complement the statewide Prevention Summit.

Statewide Prevention Summit C1.03.03

The annual Washington State Prevention Summit is held during October in Yakima. It is sponsored by the Department of Social and Health Services Division of Alcohol and Substance Abuse, in collaboration with several other state agencies.

Outputs/Use to Report in CATALYST

- Number of attendees at a summit or forum (youth or adult community leaders, stakeholders, volunteers).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Youth Leaders (*Other)
- Stakeholders (Adult Leaders, Volunteers) (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Among attendees, increased motivation to do tobacco control, and knowledge about tobacco control. For organizations or groups represented by attendees, specific action plans for how the organization will address tobacco control within their own domain (for example, steps toward policy changes or trainings).

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- National, state, or local meetings and trainings – C1.05
- Youth Coalition/Advisory Board – C1.02
- (other) Youth summits & forums – C1.03

- Project SpeakOut – C1.11

Rationale

Potential partners for tobacco control in communities can be engaged by providing skill-building, motivational, and networking opportunities. The prevention summit could be focused on generating action plans among attendees from a community (including among non-tobacco program staff from other prevention agencies who also attend).

References and Resources

N/A

DOH State/Regional Contractor Meetings C1.04 (Required)

Staff, stakeholders, or volunteers attend State Department of Health contractor meetings. Staff members are required to attend four meetings during the contract year: One statewide two-day meeting and three regional one-day meetings.

Outputs/Use to Report in CATALYST

- Number of staff and/or stakeholders/volunteers who attend meetings throughout the year (single or multiple occasions).
- Use journal entries to provide a summary of the activity including the topic, date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Prevention Staff (*Occupation)
- Stakeholders (Volunteers) (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Staff, stakeholders, and/or volunteers understand tobacco control activities occurring statewide, link with other community or school-based program staff from across the state, and use this knowledge to improve local community programs for tobacco control.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- DOH sponsored conference calls – C1.12

Rationale

Quarterly regional or statewide meetings facilitate the exchange of information among the contracted organization, DOH and partners. These meetings typically include time for sharing resources and questions among local partners, and updates from DOH about statewide or national events.

References and Resources

- Contractor meetings announced via DOH contractor newsletter and website calendar: <http://www.doh.wa.gov/tobacco/contractors/calendar.htm>

Other National, State, or Local Meetings and Trainings C1.05 (Required for Community, Large Tribe and Disparity Contractors)

As part of staff and volunteer development, identify state and/or national conferences that will increase skills and knowledge to deliver a community-based tobacco control program. All community contractors must send members of the TPC Programs leadership team to the following trainings offered by the Tobacco Prevention Resource Center: Cultural Competency and one additional training. All *new* community contract staff must attend a 'Tobacco 101' and compliance check training provided by Tobacco Prevention Resource Center. Other optional trainings could include such topics as: social marketing, volunteer management, facilitation, tobacco control conferences, prevention theory, or any other topic identified as useful for staff or key volunteers/stakeholders.

Outputs/Use to Report in CATALYST

- Number of staff and/or stakeholders/volunteers who attend meetings throughout the year (single or multiple occasions).
- Use journal entries to provide a summary of the activity including the topic, date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Prevention Staff (*Occupation)
- Stakeholders (Volunteers) (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Staff, stakeholders, and/or volunteers have greater skills and knowledge of tobacco-related issues and programs, community development strategies, or other topics supportive of community-based tobacco control programs.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Washington Prevention Summit – C1.03.03

Rationale

Implementation of an effective work plan requires skilled staff. Local organization staff and/or volunteers may benefit from training in a variety of areas.

References and Resources

- National Conference on Tobacco or Health, May 2005, Chicago:
<http://www.tobaccocontrolconference.org>
- Washington State Dept. of Health Tobacco Website for meetings/trainings:
<http://www.doh.wa.gov/Tobacco/contractors/calendar.htm>
- Tobacco Prevention Resource Center Training Opportunities:
<http://www.tobaccoprc.org>
- The online “Basic Tobacco Control Training”: <http://www.ttac.org/>

Volunteer Involvement C1.06

Use grass roots marketing strategies to provide information so that interested individuals in the community can participate in local tobacco control programs. This can include use of high school or college students for project leadership.

Outputs/Use to Report in CATALYST

- Number of prospective volunteers who commit to supporting the program.
- “Key partners” documentation can be used to track contributions of individual or groups of volunteers.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- **Stakeholders (Volunteers) (*Other)**
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Volunteers contribute time/resources to community-based tobacco control activities, increasing the efficiency of local program implementation and/or enabling implementation of activities that would not otherwise be addressed (for example, health fairs).

Evaluation Tool(s) Available

- CATALYST – Use Key Partner feature of CATALYST for volunteer tracking, and to measure the total number of hours/value of contribution from volunteers

Associated Benchmarks and Measures Statewide

- Increase the proportion of community members who are aware of a local organization working on tobacco control.
 - o WA Measure: 13% (Source: Adult Telephone Survey, 2002)

Related Activities

- Coalition/Advisory Board – C1.01
- Adult Summit of Forum – C1.03
- Raise Awareness of Community Activities - C1.07

Rationale

Involvement of volunteers enables implementation of program activities that would not be efficient for paid staff to conduct, and can also create links between tobacco control activities and other community prevention or health promotion programs.

References and Resources

- The online “Basic Tobacco Control Training” to provide tobacco control context for volunteers, if applicable: <http://www.ttac.org/>

Raising Awareness of Community Activities / National Media Events C1.07 (C1.08 has been integrated into this activity for 2004-05)

Distribute regular updates describing community-based efforts related to tobacco control and engage media with local activity information on established national events. This could be through a newsletter, website, media channels, letters, email updates, or presentations at community groups, and events. Information can also be regularly included in newsletters or information distribution by other organizations. National events may include the Great American Smoke Out (November), Kick Butts (April), and World No Tobacco Day (May).

Another method is to offer a local “tobacco expert” to comment on national media stories about tobacco use or tobacco companies’ activities and other tobacco related stories. Activities or information included in press releases or interviews should be built around key messages developed by the local organization, in support of local program strategies (for example, implementation of a specific policy or promotion of the Quit Line – not “smoking is bad”). Finally, this can involve responding to public requests for information about tobacco control.

Outputs/Use to Report in CATALYST

- Number of community members, organizations or media channels that will *directly* receive updates throughout the year (if the tobacco control agency distributes the newsletter – the number of recipients is the number to report; if the

updates are distributed to a newspaper and a newsletter for the local hospital, then those two recipients are reported)

- Use journal to document the estimated reach of the information
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Service Clubs/Organizations (*Other)
- Venues, such as news media, websites (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Stakeholders are informed about tobacco control activities occurring in the community, and important news (including national events or research) related to tobacco use.

Increase media coverage of local activities as piggybacks to national news stories. Increase proportion of community residents who are aware of local tobacco control efforts.

Increase the media's perception of the local organization as being the "go to" person for tobacco information.

Evaluation Tool(s) Available

- CATALYST -- Requests for Information Tracking Tool
- CATALYST -- Local News Stories Media Tracking Tool

Associated Benchmarks and Measures Statewide

- Increase the proportion of community members who are aware of a local organization working on tobacco control.
 - o WA Measure: 13% (Source: Adult Telephone Survey, 2002)

Related Activities

- Youth Coalition/advisory board – C1.02
- Adult Coalition/advisory board – C1.1
- Adult or youth summit/forum – C1.03
- Volunteer Involvement – C1.06
- Activities related to the agenda being promoted in the media (Prevention, Cessation, Secondhand Smoke)

Rationale

Changing community norms involves expressing tobacco-free values to increase awareness among the general community. Dissemination of information about local activities can stimulate interest among potential partners. Policy changes that further affect community norms must be preceded by general support for tobacco-free values, and specific support for the issue at hand (such as secondhand smoke

harmfulness), so targeted distribution to policymakers may pave the way for policy changes.

Rather than attempting to generate media interest on an ad hoc basis, linkage to national media events may provide an opportunity for local programs to publicize efforts as a “local angle” for national media stories covered by local media channels. The “angle” may reflect whatever issue is currently relevant for the community. Establishing contact with reporters during these national events can create relationships that serve to further the agenda of the local coalition.

References and Resources

- www.tobaccofreekids.org – order kits for “Kick Butts” implementation (April 2005)

C1.08 (National Media Events) has been integrated into C1.07 for 2004-05.

Community Capacity Assessment C1.09

Collect information to enhance community tobacco control planning and implementation for building community capacity. Collect information on both the contractor and community’s capacity (knowledge and infrastructure) to help identify areas where local capacity could be enhanced.

Outputs/Use to Report in CATALYST

- Number of community members engaged as part of the capacity assessment process.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Information is assembled that can identify gaps in community programs, areas for improvement, and progress to change community indicators.

Evaluation Tool(s) Available

- [Community Capacity Tool](#) updated tool to support Environmental Scan for 2004-05 strategic planning process

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Support Local Data Collection and Use C1.10

Rationale

Assessment of barriers, gaps, strengths, and weaknesses present in the community can inform development of a more strategic work plan.

References and Resources

- The tool is available on the contractors website

Support Local Data Collection & Use C1.10

Support ESD staff to recruit schools for the school-based Healthy Youth Survey (HYS) that will be administered in October 2004. Participate in community-based “collaborative needs assessment” processes – these are typically convened by local DASA contractors early in the calendar year (February-April), and include discussion about prevention planning for alcohol, tobacco and other drug use.

Outputs/Use to Report in CATALYST

- Number of community partners engaged in collaborative needs assessments where tobacco is discussed.
- Number of specific contacts with schools made to support HYS participation (at the request of or with support from ESD staff).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- District or School Administrator (*Occupation)
- ESD Staff (*Occupation)
- Social Service Providers/Organizations (*Occupation)
- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased availability and use of data to describe youth tobacco use and related risk/protective factors for the community. Increased use of data for joint community substance abuse planning.

Evaluation Tool(s) Available

- County-based participation reports for the Healthy Youth Survey (generated by DOH and available by County on Contractors Resource Website)

Associated Benchmarks and Measures Statewide

- Increase participation in school-based surveys.

- WA Measure: – Participation rate in statewide sample - 61 percent for 6th, 65 percent for 8th, 44 percent for 10th, and 40 percent for 12th grade (Source: Healthy Youth Survey, 2002)

Related Activities

- Community Capacity Assessment C1.09

Rationale

Local (county-based) collection of data will enable communities to evaluate their effectiveness, and use local data to educate and motivate the community about the scope of the youth substance abuse problem. Use of local data as part of a community-based “collaborative needs assessment” can both increase understanding about what the data mean, and enable more comprehensive prevention planning among all local organizations working in youth prevention fields.

Local data availability also enables DOH TPC Program and other statewide prevention programs working with youth to identify regional patterns in success. These patterns can then be compared to records describing local program activities, to compare approaches in geographic areas where “it worked” and areas where “it didn’t work”. This comparison can further knowledge about ‘best practices’ in community and school-based tobacco prevention programs in Washington.

References and Resources

- Healthy Youth Survey recruitment information (available in late 2003 and early 2004 - contact your local ESD staff)

Speak Out Initiative C1.11

Participate in Speak Out (American Cancer Society) trainings or mobilization activities that benefit local youth.

Outputs/Use to Report in CATALYST

- Number of adult (advisors) to participate throughout the year
- Number of youth who will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Adult (*Age)
- Youth (*Age)
- Youth Leaders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

- Increased existence and membership in local youth coalitions or advisory boards.
- Increased leadership skills among members of youth coalitions or advisory boards.

Evaluation Tool(s) Available

- Youth Coalition Activity Report Form (available under Evaluation Tools on the Contractors Resource Website)

Associated Benchmarks and Measures Statewide

- In early 2002, there were an estimated 15 regional/community youth coalitions active in the state.

Related Activities

- Youth Coalition/Advisory Board - C1.02
- Youth summit/forum – C1.03
- Washington Prevention Summit – C1.03.03
- Conduct Peer Education Programs (TATU) – C2.10
- Conduct Media Literacy – C2.11

Rationale

Youth leaders can conduct activities that communicate tobacco-free values to their peers and communities. Washington State received a grant from the American Legacy Foundation to help identify whether youth empowerment strategies are significantly associated with reductions in youth tobacco use, as was suggested by the early implementation of the Florida State tobacco control program, and the SpeakOut training was included among youth empowerment activities funded by the ALF grant.

References and Resources

- American Cancer Society – contact your local representative to schedule training or technical assistance.

DOH-Sponsored Conference Calls C1.12

Participate in conference calls or meetings, sponsored by DOH, on a variety of issues and topics (youth access, cessation, media, youth involvement and secondhand smoke).

Outputs/Use to Report in CATALYST

- Number of staff or volunteers/stakeholders who participate in conference calls.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Prevention Staff (*Occupation)
- Stakeholders (Volunteers) (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased knowledge about specific topic areas in tobacco control among staff, stakeholders, and volunteers.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- DOH State and Regional Contractor Meetings - C1.04

Rationale

Information related to projects is regularly provided to contractors through a contractor newsletter; however, local program staff or others who are working on specific issues may wish to have more detailed and interactive communication with DOH and each other. Conference calls have been identified as a low-cost way to meet this need.

References and Resources

- Conference calls promoted through DOH contractor newsletter and website calendar: <http://www.doh.wa.gov/tobacco/contractors/calendar.htm>

Goal C2: Prevent Initiation of Tobacco Use

Activities related to this goal are intended to prevent initiation of tobacco use among youth and young adults. This is done by establishing tobacco-free norms in communities through policy changes; reducing youth access to tobacco products; and increasing knowledge and awareness of harm from tobacco use through educational programs or campaigns.

Activities within this goal area work collectively to reduce tobacco use initiation and experimentation among youth. Successful efforts, in conjunction with school-based programs and state-level activities, will result in reduced 30-day prevalence of tobacco use among 6th, 8th, 10th, and 12th graders (measured by school-based surveys in Fall 2000, 2002 and 2004).

Synar Compliance Checks C2.01.01 (Required for Community Contractors)

Names of stores to be checked as part of Synar Amendment required checks are provided by the Department of Health in late January, and checks should be completed by June 30. Synar check information from inspection forms are required to be entered into CATALYST in addition to sending the original form to DOH.

Other Compliance Checks C2.01.02

Additional checks (non-Synar checks) can be done at any time, in any amount. Results of compliance checks are required to be entered into CATALYST in a timely manner. Use undercover youth operatives to attempt to buy tobacco from retailers. Checks should be conducted according to a statewide standard protocol. Local programs may want to coordinate with local Liquor Control Board agents and local police departments regarding compliance checks conducted by those agencies and/or conduct joint checks.

Tribes should conduct compliance checks on stores located on their reservation only after working with their tribal councils to determine local requirements around any such checks. Tribal agreements and state law should be taken into consideration. With approval from tribal council, tribes may be trained to conduct compliance checks according to tribal policy. Statewide disparities contractors must work with the local DOH contractor to conduct compliance checks with in their community.

Outputs/Use to Report in CATALYST

- Number of tobacco retailers who will be checked throughout the year (for work plan entry of Synar checks, estimate the number to be checked by using number of checks for past year).
- Number of Youth who participate in compliance checks.
- Individual or grouped youth volunteer hours can be tracked using “key partner” information.

- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Retailers (*Occupation)
- High School Youth (*Age Group)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Reduced proportion of sales of tobacco to minors as part of Synar compliance check sample.

Evaluation Tool(s) Available

- CATALYST -- Compliance Check Tracking Tool (original copies of forms are required for Synar checks, as they must be archived by DOH in compliance with federal regulations related to the Synar amendment).

Associated Benchmarks and Measures Statewide

- Reduce the proportion of tobacco retailers who sell tobacco to minors during undercover checks.
 - WA Measure: 10.8% sales to minors (Source: Synar Compliance Check Database, 2003).
- Increase difficulty of access to tobacco from all sources.
 - WA Measure: 70% of 6th graders, 37% of 8th graders, and 19% of 10th graders said that if they wanted some cigarettes that it would be “very hard” to get some. (Source: Healthy Youth Survey, 2002)

Related Activities

- Retailer Education – C2.02
- Public Awareness/Education – Youth Access – C2.03
- Policy Education – Youth Access/Possession – C2.04

Rationale

Reducing youth access to tobacco is one demonstration of community norms that are “anti-tobacco.” Retailers are only one source of tobacco, and – due to Washington’s history of active retailer compliance programs – social sources (friends, adults) are the usual way that youth obtain tobacco. Ongoing attention to retailer issues is important, to prevent “backslide” in this area. In addition, substantial federal prevention funding that is received by DASA is contingent upon the state achieving a less than 20% non-compliance rate for sales to minors as part of Synar compliance checks. Coming research is expected to indicate that active compliance check programs *in conjunction with retailer and community awareness/education programs* are effective community strategies for reducing tobacco use among youth. Note: The CDC recommends a minimum of 3 checks per

retailer per year. The closer we are able to come to this goal the more likely we will be able to eliminate illegal sales to minors.

References and Resources

- Washington State Compliance Check Protocol available on the Contractors Resource Website <http://www.doh.wa.gov/tobacco/compliance/ProtocolFinal.pdf>
- Tobacco Prevention Resource Center Compliance Check Training www.tobaccoprc.org
- Compliance check forms available from DOH clearinghouse

Retailer Education C2.02 (Required for Community Contractors)

Provide information to retailers about youth access laws and assist retailers in complying with those laws. This could be included as part of compliance checks by providing technical assistance to support employee trainings or through other outreach to retailers.

Outputs/Use to Report in CATALYST

- Number of retail establishments that will be educated throughout the year (set goals from among specific target populations, if applicable).
- Document approaches that were well received (or not) by retailers.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Retailers (*Occupation)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase knowledge of youth access laws, and compliance with laws (including not selling tobacco to minors) among tobacco retailer management and employees.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

- Counties that have focused significant resources on this activity have attempted to reach each retailer at least once per year, including in conjunction with compliance check activities.

Related Activities

- Compliance Checks - C2.01
- Public Awareness/Education – Youth Access - C2.03
- Policy Education – Youth Access/Possession - C2.04

Rationale

Reducing youth access to tobacco is one demonstration of community norms that are “anti-tobacco.” Retailers are only one source of tobacco, and – due to Washington’s history of active retailer compliance programs – social sources (friends, adults) are the usual way that youth obtain tobacco. Ongoing attention to retailer issues is important, to prevent “backslide” in this area. In addition, substantial federal prevention funding that is received by DASA is contingent upon the state achieving a less than 20% non-compliance rate for sales to minors as part of Synar compliance checks. Coming research is expected to indicate that active compliance check programs *in conjunction with retailer and community awareness/education programs* are effective community strategies for reducing tobacco use among youth¹.

References and Resources

- Retailer Education packets from the clearinghouse
- Youth Access page of DOH website: www.doh.wa.gov/tobacco/youthaccess.com

Public Awareness/Education – Youth Access/Possession C2.03

Educate community members about the importance of reducing youth access to tobacco as a prevention strategy. This includes campaigns that inform adults about where youth obtain tobacco (retail or social sources), and what can be done to reduce this access. It could also include campaigns to discourage young adults or parents from providing tobacco to youth. This also can include regular publication of compliance check results in local media, community education on tobacco industry activity in your area, publication and promotion of survey data on where youth obtain tobacco products and presentations to local boards of health. These activities should be looked at comprehensively and strategically planned out for the entire year so the message is delivered in multiple ways throughout the year.

Outputs/Use to Report in CATALYST

- Number of media outlets or venues that will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Journal entries may be used to document estimates for the secondary audiences reached (through distribution of newspapers, etc.), and any interesting responses to public awareness/education efforts.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

¹ Hopkins, D. Keynote presentation. March 2002 Washington State Tobacco Control Conference.

Desired Outcomes

Primary Outcome: Gain coverage for youth access and social sources of tobacco information in local media, and on the agendas of meetings among opinion leaders.

Secondary Outcome: Generate awareness among the public and/or key community leaders about the importance of youth access issues for youth tobacco prevention.

Evaluation Tool(s) Available

- CATALYST – Local News Stories Media Tracking Tool

Associated Benchmarks and Measures Statewide

- Strengthen community norms that discourage tobacco use.
 - WA Measure: 58% of 8th graders and 41% of 10th graders thought that most adults in their neighborhoods would think it was “very wrong” for someone their age to smoke cigarettes. (Source: Healthy Youth Survey, 2002)

Related Activities

- Compliance Checks - C2.01
- Retailer Education - C2.02
- Policy Education – Youth Access/Possession C2.04

Rationale

Reducing youth access to tobacco is one demonstration of community norms that are “anti-tobacco.” Retailers are only one source of tobacco, and – due to Washington’s history of active retailer compliance programs – social sources (friends, adults) are the usual way that youth obtain tobacco. Ongoing attention to retailer issues is important, to prevent “backslide” in this area. In addition, substantial federal prevention funding that is received by DASA is contingent upon the state achieving a less than 20% non-compliance rate for sales to minors as part of Synar compliance checks. Coming research is expected to indicate that active compliance check programs *in conjunction with retailer and community awareness/education programs* are effective community strategies for reducing tobacco use among youth².

References and Resources

N/A

Policy Education – Youth Access/Possession C2.04

Improve implementation or enforcement of existing policies and laws related to youth access and possession of tobacco. This might include by negotiating enforcement strategies among a variety of law enforcement systems in a community, and/or school

² Hopkins, D. Keynote presentation. March 2002 Washington State Tobacco Control Conference.

systems (such as setting up a common diversion program). It might also include working with community sites that serve youth, to encourage them to implement or strengthen enforcement of youth possession laws (for example, teen “late night” programs in YMCAs or youth centers, or skateboard parks may be places where existing laws restricting youth smoking are ignored).

Outputs/Use to Report in CATALYST

- Number of policy makers who will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Local Government Officials/Policy Makers (*Occupation)
- Law Enforcement (*Occupation)
- School or District Administrators (*Occupation)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase or improve enforcement of existing policies to reduce youth access to tobacco and possession of tobacco.

Evaluation Tool(s) Available

- May wish to track the number of youth tobacco possession citations processed through city or county court systems

Associated Benchmarks and Measures Statewide

- Strengthen community norms that discourage tobacco use.
 - o WA Measure: 58% of 8th graders and 41% of 10th graders thought that most adults in their neighborhoods would think it was “very wrong” for someone their age to smoke cigarettes. (Source: Healthy Youth Survey, 2002)
 - o WA Measure: 70% of 6th graders, 37% of 8th graders, and 19% of 10th graders said that if they wanted some cigarettes that it would be “very hard” to get some. (Source: Healthy Youth Survey, 2002)

Related Activities

- Compliance Checks - C2.01
- Retailer Education - C2.02
- Public Awareness/Education – Youth Access - C2.03

Rationale

Reducing youth access to tobacco is one demonstration of community norms that are “anti-tobacco.” Retailers are only one source of tobacco, and – due to Washington’s history of active retailer compliance programs – social sources

(friends, adults) are the usual way that youth obtain tobacco. Ongoing attention to retailer issues is important, to prevent “backslide” in this area. In addition, substantial federal prevention funding that is received by DASA is contingent upon the state achieving a less than 20% non-compliance rate for sales to minors as part of Synar compliance checks. Coming research is expected to indicate that active compliance check programs *in conjunction with retailer and community awareness/education programs* are effective community strategies for reducing tobacco use among youth³.

References and Resources

- Youth Access policy education materials – DOH Tobacco Clearinghouse.

Public Awareness/Education – Families & Tobacco C2.05

Conduct educational campaigns designed to encourage families to talk about youth tobacco prevention, or increase skills for parents to discuss tobacco issues with their children. This could include programs targeted toward parents of high-risk youth or programs targeted towards older peers and adults who purchase and/or provide tobacco to youth in their families. These programs should be comprehensive and ongoing rather than one time events. Partnerships with local schools are recommended.

Outputs/Use to Report in CATALYST

- Number of public awareness venues that will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Journal entries may be used to document estimates for the secondary audiences reached (through distribution of newspapers, etc.), and any interesting responses to public awareness/education efforts.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase knowledge and awareness among parents, young adults who provide tobacco to youth, and community members thereby eliminating all sources of tobacco for youth.

Increase the proportion of youth whose parents have specifically told them not to use tobacco.

³ Hopkins, D. Keynote presentation. March 2002 Washington State Tobacco Control Conference.

Evaluation Tool(s) Available

- CATALYST – Local News Stories Media Tracking Tool

Associated Benchmarks and Measures Statewide

- Increase the proportion of youth who say that their parents have talked to them about the dangers of tobacco use.
 - WA Measure: 80% of 6th graders, 74% of 8th graders, 69% of 10th graders, and 67% of 12th graders report that one or both of their parents/guardians have talked to them about tobacco use. (Source: Healthy Youth Survey, 2002)
 - Among Washington adults who have a child aged 10-17, 91% of parents report that they have specifically told their child not to smoke or use tobacco. (Source: Adult Telephone Survey, 2002)

Related Activities

- Support Comprehensive School-based Tobacco Policies Programs - C2.08

Rationale

Communication of anti-tobacco values by parents to children can have some influence on preventing youth from experimenting with tobacco.

References and Resources

- CDC Materials:
 - Video “My Kids – Keeping your kids tobacco, alcohol and drug free”: www.cdc.gov/tobacco/educational_materials/mykids.htm
 - Parenting Kit – “Got a Minute? Give it to Your Kid” <http://www.cdc.gov/tobacco/parenting/index.htm>

Public Awareness/Education – Industry Activity & Sponsorship C2.06

Educate the public and policymakers about industry promotional activities in the community. This could include disseminating information on how tobacco companies are violating the Master Settlement restrictions on tobacco industry advertising and sponsorship, as well as publication of industry-supported events/activities in your community.

Outputs/Use to Report in CATALYST

- Number of media outlets or venues that will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Journal entries may be used to document estimates for the secondary audiences reached (through distribution of newspapers, etc.), and any interesting responses to public awareness/education efforts.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase awareness of the influence of pro-tobacco advertising on youth, and increase public disapproval of tobacco industry advertising practices.

Reduce the number of pro-tobacco advertisements and sampling events in the community.

Evaluation Tool(s) Available

- CATALYST – Tobacco Industry Activities Tracking Tool

Associated Benchmarks and Measures Statewide

- Increased disapproval of tobacco industry marketing strategies.
 - o 46% of adults said that they “somewhat” or “strongly” agreed that the tobacco industry has the same rights to market their products as other companies (Source: Adult Telephone Survey, 2002)

Related Activities

- Operation Storefront - C2.07
- Media Literacy Programs – C2.11

Rationale

Tobacco advertising has been demonstrated to create pro-tobacco influence among youth. As some advertising restrictions have been implemented as part of the Master Settlement Agreement, there has been a corresponding increase in sampling events targeted toward young adults. Reducing the number of tobacco advertisements in a community reduces the exposure of youth and young adults to these messages, sampling of tobacco products, and demonstrates increasing “anti-tobacco” norms for the community.

References and Resources

- Contractors Resource Website -Tobacco Industry Sampling Event Reports

Operation Storefront C2.07

Train youth volunteers to assess (count, describe) tobacco industry marketing materials that are placed in a variety of tobacco retailers. Disseminate findings through a variety of media or venues to reach the public and community leaders/policymakers. Due to the complexity of these forms, you may send all completed Operation Storefront assessments to the DOH assessment and evaluation unit for data entry in CATALYST (after entry you will have access to the information).

Outputs/Use to Report in CATALYST

- Number of retailers where ads will be counted throughout the year (set goals from among specific target populations, if applicable).
- Number of youth who will be engaged in counting ads as part of the assessment activity.
- Number of media outlets or venues where findings will be disseminated.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Retailers (*Occupation)
- Youth (*Age)
- News media or other vehicles to disseminate findings (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase awareness of the influence of pro-tobacco advertising on youth among tobacco retail managers and owners.

Reduce the number of pro-tobacco advertisements posted by retailers in the community.

Evaluation Tool(s) Available

- CATALYST -- Operation Storefront Retailer Tracking Tool (Required – send to DOH for data entry)

Associated Benchmarks and Measures Statewide

- CATALYST evaluation tools used by contractors will enable identification of the average number of tobacco advertisements for different types of retail establishments.
- Ongoing benchmarks will include reducing the average number of advertisements among various retailer types.

Related Activities

- Public Awareness/Education - Industry Promotion Efforts - C2.06
- Media Literacy programs – C2.11

Rationale

Tobacco advertising has been demonstrated to create pro-tobacco influence among youth. Reducing the number of tobacco advertisements in a community reduces the exposure of youth to these messages, and demonstrates increasing “anti-tobacco” norms for the community.

References and Resources

- Operation Storefront training materials available from DOH. Contact your contract manager for more information.

Support Comprehensive School Policies and Programs C2.08 (Required)

Communicate and collaborate with Educational Service District (ESD) staff and local school districts to plan or deliver programs and activities - especially for high school youth - that will increase awareness of tobacco issues and tie in with the schools' comprehensive prevention planning. Specific tasks include keeping ESD tobacco prevention coordinators informed of school-related activities or opportunities for youth as a result of the community program's work, involving ESD staff in county and community coalitions and activities, and working with key contact people in local school districts to improve implementation or enforcement of tobacco-free school policies. Activities can include community learning projects, parent and family programs, youth advocacy and training, and policy improvement projects.

Outputs/Use to Report in CATALYST

- Number of staff that will devote time to collaborating and supporting school programs in an ongoing way (for example, by attending school advisory meetings, or regular planning sessions with school or ESD staff).
- In the case of this activity, journal entries are most meaningful, as they may be used to document specific plans for supporting school-based programs. Actual implementation of the plans may be tied to specific activities elsewhere in the work plan.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Tobacco Prevention Staff (*Occupation)
- District or School Administrator (*Occupation)
- ESD Staff (*Occupation)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Improve the implementation of comprehensive school-based programs in the community, by sharing information and resources.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

- Increase the enforcement of tobacco-free policies in near-campus areas

- o WA Measure; 17% of 10-11 year olds, 38% of 12-13 year olds, 74% of 14-15 year olds and 86% of year olds, said that there were places near their schools where people their age get together and smoke. (Source: Youth Telephone Survey, 2002)

Related Activities

- Public Awareness/Education - Family Prevention - C2.05
- Youth Diversion/Alt to Suspension Activities - C2.12

Rationale

School programs will be strengthened by demonstrated commitment, and seamless program support for youth. School programs can provide support to community programs for youth identification and recruitment to programs.

A literature review to assess the effectiveness of tobacco-free school policies revealed that strong school policies were associated with preventing youth tobacco use, and that schools with strong community support for implementation were most likely to implement strong policies. Therefore, community support for school policies may be the most important way to support school programs.

References and Resources

- CDC “Comprehensive School-based Tobacco Prevention Programs” – link available on DOH contractor website
- Video “My Kids – Keeping your kids tobacco, alcohol and drug free”: www.cdc.gov/tobacco/educational_materials/mykids.htm
- Parenting Kit – “Got a Minute? Give it to Your Kid” <http://www.cdc.gov/tobacco/parenting/index.htm>

Training for Advisors (TATU, youth clubs) C2.09

Provide skills to those who have influence over youth, to support communication of prevention messages or delivery of prevention programs. This could include through conducting “brief intervention for prevention” or ‘Tobacco 101’ trainings for youth service organization staff, volunteers or adults who will work with youth volunteers. This could also include providing “training-of-trainers” for specific program delivery, such as TATU, media literacy, or youth coalition advisors.

Outputs/Use to Report in CATALYST

- Number of participants in trainings.
- Journal entries may be used to describe the specific nature of the training, how participants plan to implement training content.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Youth Service Providers/Organizations (*Occupation)

- Stakeholders (Volunteers) (*Other)
- Adults (*Age)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase skills and application of tobacco-free programs or tobacco prevention programs

Evaluation Tool(s) Available

- CATALYST – General Training Evaluation

Associated Benchmarks and Measures Statewide

- Increase the proportion of youth who report that they have ever participated in activities to encourage other youths to say "no" to tobacco such as youth groups, health fairs, or presentations to younger children in the past year.
 - o WA Measure: 36% among 12-13 year olds, 27% among 14-15 year olds, and 18% among 16-17 year olds (Source: Youth Telephone Survey, 2002)

Related Activities

- Conduct Peer Education Programs (TATU) – C2.10
- Conduct Media Literacy Programs – C2.11

Rationale

Peer education programs may be an effective means for youth to internalize anti-tobacco messages (teen teachers) and for younger youth to hear believable anti-tobacco messages from their peers.

References and Resources

- American Lung Association "Teens Against Tobacco Use" curriculum

Conduct Peer Education Programs (TATU) C2.10

Train teen volunteers to develop presentations for younger youth that describe tobacco industry promotional strategies and/or use of resistance skills. By teaching the information, teen teachers should absorb and learn from it themselves.

Outputs/Use to Report in CATALYST

- Number of teen teachers who will be recruited/trained throughout the year (set goals from among specific target populations, if applicable).
- Number of younger youth who will be reached through TATU presentations from teens (set goals from among specific target populations, if applicable).
- Journal entries may be used to describe interesting experiences or learning. Individual or grouped youth volunteer hours can be tracked using "key partner" information.

- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Elementary School Youth (*Age)
- Middle/Junior High School Youth (*Age)
- High School Youth (*Age)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Among teens who teach younger youth, increased resistance (decreased susceptibility) to tobacco use.

Among younger youth who receive presentations, increased belief that people their age disapprove of youth tobacco use.

Evaluation Tool Available

- CATALYST -- TATU Training Workshop Evaluation
- CATALYST -- TATU Peer Education Pre/Post Survey
- CATALYST -- TATU Classroom Coordinator Evaluation
- CATALYST -- TATU Presentation Evaluation
- The use of TATU Pre/Post tests is strongly recommended. A sample can be taken of the target audience and entered into the Activity Evaluation tab of CATALYST. Contact your contract manager for more details.

Associated Benchmarks and Measures Statewide

- Increase the proportion of youth who report that they have ever participated in activities to encourage other youths to say "no" to tobacco such as youth groups, health fairs, or presentations to younger children in the past year.
 - WA Measure: 36% among 12-13 year olds, 27% among 14-15 year olds, and 18% among 16-17 year olds (Source: Youth Telephone Survey, 2002)
- Increase the proportion of youth who report that there is no or very little chance that they "would be seen as cool" if they used tobacco.
 - WA Measures: 60% of 8th graders, 56% of 10th graders, and 59% of 12th graders. (Source: Healthy Youth Survey, 2002)

Related Activities

- Training Youth Motivators (Adult TATU Advisors) - C2.09

Rationale

Peer education programs may be an effective means for youth to internalize anti-tobacco messages (teen teachers) and for younger youth to hear believable anti-tobacco messages from their peers.

References and Resources

- ALAW “Teens Against Tobacco Use” curriculum

Conduct Media Literacy Programs C2.11

Instruct youth in media literacy skills, particularly how to decode tobacco industry advertising targeted toward youth, and on becoming informed consumers of media. This could include through the UW “Teens, Tobacco and Media” Media Literacy Kit, or other media literacy curriculum. Please specify model used in workplan.

Outputs/Use to Report in CATALYST

- Number of youth who will be engaged throughout the year (set goals from among specific target populations, if applicable).
- Journal entries may be used to document interesting experiences, including describing creations of youth anti-tobacco media projects.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Youth (*Age)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Among youth participants, increased knowledge of tobacco advertising strategies, empowerment to counter tobacco advertising, skepticism and resistance to pro-tobacco influences.

Evaluation Tool(s) Available

- CATALYST -- Youth Tobacco Education Pre/Post Program Survey
- CATALYST -- TATU Presentation Evaluation

Associated Benchmarks and Measures Statewide

- Increase the proportion of youth who say that they would “definitely not” or be “very unlikely” to use or wear something with a tobacco industry logo or picture on it.
 - o WA Measure: 61% among 6th grade; 57% among 8th grade; 51% among 10th grade; and 50% among 12th grade (Source: Healthy Youth Survey, 2002)
 - o 81% among 10-11 year olds; 80% among 12-13 year olds, 75% among 14-15 year olds, and 74% among 16-17 year olds (Source: Youth Telephone Survey, 2002)

Related Activities

- Public Awareness & Education: Industry Activities – C2.06
- Operation Storefront – C2.07

- Training Youth Motivators (Adult Media Literacy Advisors) - C2.09
- TATU Programs C2.10

Rationale

Media literacy offers curricula to instruct students to critically analyze and understands media messages; help students understand the process of making choices, and the consequences of those decisions. Some studies have documented an association between use of drugs by children and the quantity of advertising they see or hear (for example, tobacco and alcohol advertising). Children are less likely to be influenced by media messages if they have developed skills to refute such messages⁴.

A research-level evaluation conducted during the first year of implementation of the UW Media Literacy curriculum found a significant association between participation in the curriculum and improvement in measures of youth empowerment.

References and Resources

- UW Teen Futures Media Network website: www.teenhealthandthemedialiteracy.org
- CDC “Media Sharp”: <http://www.cdc.gov/tobacco/mediasharp.htm> or “Smoke Screeners”: www.cdc.gov/tobacco/smokescreen.htm
- New Mexico Media Literacy Project: www.nmmlp.org

Diversion Programs C2.12

Provide education and intervention classes or programs for youth experimenting with tobacco or found in possession of tobacco. This may include working with existing structures provided through school-based and other community programs.

Outputs/Use to Report in CATALYST

- Number of youth at-risk who are served by diversion or intervention programs.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Social Service Organizations (*Occupation)
- Health Care Providers (*Occupation)
- Elementary School Youth (*Age)
- Middle/Junior High School Youth (*Age)
- High School Youth (*Age)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

⁴ Media Literacy: An Exciting Tool to Promote Public Health and Safety for Washington’s Communities and Schools. April 1999. DSHS, DOH, OSPI. Olympia, WA.

Desired Outcomes

Increase enforcement of youth tobacco possession policies. Increase awareness of existing cessation resources for adolescent tobacco users.

Evaluation Tool(s) Available

- CATALYST -- Youth Diversion Pre/Post Program Survey

Associated Benchmarks and Measures Statewide

- Increase tobacco use cessation attempts by adolescent smokers.
 - o HP2010 27-7: Increase attempts to stop smoking by adolescents, so that at least 84% report attempting to quit during the past year.
 - o WA Measure: 53% of 12th grade tobacco users reported trying to quit at least once during the past year, and 14% of 12th grade tobacco users reported ever participating in a program to help them quit tobacco. (Source: Healthy Youth Survey, 2002)

Related Activities

- Public Awareness: Families and Tobacco – C2.05
- Support Comprehensive School-based Prevention Programs - C2.08

Rationale

Provision of educational alternative consequences for youth found in possession of tobacco may support effective and active tobacco-free policy enforcement in communities and schools.

References and Resources

- TAP/TEG – www.youthtobacco.com

Prevent Initiation - Assessment or Special Survey C2.13

Collect information to enhance community-based tobacco control program planning and implementation. This could include through key informant interviews and/or opinion leader surveys about the importance of tobacco prevention in the community. This activity should not use more than 10% of your funds.

Outputs/Use to Report in CATALYST

- Number of community members engaged in the survey or assessment process (for example, planning group members or key informants).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Identification of opportunities, barriers, gaps for conducting tobacco prevention reduction activities.

Evaluation Tool(s) Available

- CATALYST – Special Project Survey Option – contact your DOH evaluation representative for more details

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Prevention-specific workgroup – C2.14

Rationale

Assessment activities prior to program implementation can increase the efficiency of activities – particularly when activities have not been implemented in some area or some way. Participation in an assessment process can also provide an opportunity to identify new partners (for example, through contact as key informants), or community engagement in implementing activities (if partners assist in identification of opportunities, barriers, and gaps).

References and Resources

- American Cancer Society “Communities of Excellence”

Prevention-specific Workgroup C2.14

Identify and work with an ad-hoc targeted group of community experts and stakeholders to specifically identify resources/opportunities and gaps/barriers in community-based tobacco prevention program approaches. This might include through a very specific topic, such as youth access or school programs.

Outputs/Use to Report in CATALYST

- Number of community members who participate in the workgroup.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Develop a specific, strategic plan related to prevention program activities in the community. Increase engagement of key stakeholders for tobacco prevention.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Community Assessment C2.13

Rationale

Engagement of a task force in specifically developing a plan for prevention in the community can result in more efficient planning processes that take advantage of existing capacity within the community, and engage partners to implement solutions.

References and Resources

N/A

Goal C3: Promote Quitting of Tobacco Use

Activities related to this goal are intended to provide environmental and policy changes, resources, and messages that support quit attempts among current tobacco users.

Specifically, activities involve promoting or increasing local support systems, improving health care delivery systems and benefits, and increasing skills of health care providers or key individuals to support quitting.

Activities within this goal area work collectively to increase tobacco use cessation, primarily among adults, but also among youth. Successful efforts, in conjunction with state-level activities, will result in reduced current prevalence of tobacco use among adults.

Promote Quit Line Services C3.01

Promote availability and services of the statewide Quit Line to community members. This could include placing existing DOH promotional materials in a variety of venues to reach target populations, or by promoting knowledge about the Quit Line among a variety of agencies and organizations that provide services or information to adults who are likely to use tobacco (health care systems, organizations serving low-income populations, colleges or high schools). Promotional strategies for the Quitline should be as sustainable as possible (e.g. routine dissemination to targeted sites working with a key stakeholder to assure materials are used).

Outputs/Use to Report in CATALYST

- Number of venues or channels through which Quit Line is promoted.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Health Care Providers (*Occupation)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased proportion of tobacco users know about and call the Quit Line.

Evaluation Tool(s) Available

- Quit Line call frequency reports (available by County on the Contractors Resource Website)

Associated Benchmarks and Measures Statewide

- Increase smoking cessation attempts by adult smokers.
 - HP2010 27-5: Increase the proportion of adult smokers who stop smoking for 1 day or longer because they were trying to quit to 75% or more by 2010 [age-adjusted to 2000 population].
 - WA Measure: Increase the proportion of current smokers who have made a quit attempt within the past year ~ 57% (Source: BRFSS, 2002)

- o WA Measure: Increase the proportion of current tobacco users who are in “preparation” for quitting ~ 32% (Source: Adult Telephone Survey, 2002)

Related Activities

- Public Awareness & Education: Cessation – C3.02
- Employer Cessation Support - C3.03

Rationale

An evaluation of callers to the Washington Tobacco Quit Line done in 2001 indicated that approximately 13% of callers who were tobacco users were tobacco-free at 6 months after their initial call. Quit lines are recommended as a ‘best practice’ by CDC. Local communities can be effective in driving additional calls to the Quit Line (in excess of calls driven by the statewide marketing campaign), particularly by promoting the Quitline as part of training healthcare providers or by piggybacking on outreach to targeted groups (such as low-income mailing).

References and Resources

- Quit Line promotional materials available through the DOH Tobacco Clearinghouse. Quit Line services description at www.quitline.com
- Quit line health care provider outreach materials available through the DOH tobacco clearinghouse

Public Awareness and Education – Cessation C3.02

Conduct campaign that motivates current tobacco users to quit and/or promotes local resources to help tobacco users quit. This could include the use of social marketing strategies among very targeted population groups (specific groups within specific venues).

Outputs/Use to Report in CATALYST

- Number of venues or media channels to reach with messages.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venues)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Among target group members – especially groups that may not be reached by statewide campaigns - increased motivation to quit using tobacco, increased quit attempts and successful quitting.

Evaluation Tool(s) Available

- CATALYST – [Local News Stories Media Tracking Tool](#).

Associated Benchmarks and Measures Statewide

- Decrease the proportion of current tobacco users who are in precontemplation (not thinking about quitting)
 - WA Measure: 48% of current tobacco users were precontemplative in Fall 2002 (Source: Adult Telephone Survey, 2002)

Related Activities

- Promote Quit Line – C3.01
- Employer Cessation Support - C3.03

Rationale

A recent comprehensive review of literature to describe community-based interventions did not find sufficient evidence to recommend cessation contests⁵. However, this was due to a lack of studies rather than negative findings from research. In the absence of further information, communities may assess resources and systems that can be mobilized to conduct local awareness campaigns to promote cessation, to make sure that this 'makes sense' as an approach within their community

References and Resources

- "How other moms have quit" booklet – DOH Tobacco Clearinghouse

Employer Cessation Support C3.03

Educate employers about the importance of including cessation support through employee benefit packages, as well as promoting the Quit Line and other cessation resources. This could include through direct mail or marketing campaigns to local employers, or by establishing personal contacts with local employers or business associations. Approaches might include targeting employers of certain groups (for example, employers with a high proportion of minors might be encouraged to ban smoking at the worksite).

Outputs/Use to Report in CATALYST

- Number of worksites to reach.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Worksites (*Public Awareness Venue)
- Community Site (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

5 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s)

Desired Outcomes

Increase the proportion of employers who provide health insurance benefits or worksite-based cessation support (this could include promotion of the Quit Line).

Evaluation Tool(s) Available

- Worksite assessment tool – available July 2004

Associated Benchmarks and Measures Statewide

- Increase insurance coverage of evidence-based treatment for nicotine dependency.
 - o WA Measure: 25% of Washington adult tobacco users reported knowing that their health care program included tobacco cessation support (patches, programs, services). (Source: Adult Telephone Survey, 2002)

Related Activities

- Quit Line Promotion - C3.01
- Public Awareness/Cessation - C3.02

Rationale

A recent comprehensive review of literature to describe community-based interventions found sufficient evidence to recommend strategies that reduce patient out-of-pocket costs for effective treatments for tobacco use and dependence. This includes by providing coverage for or reimbursement of patients for expenditures on (1) cessation groups or (2) nicotine replacement or other pharmacological therapies⁶.

References and Resources

- “No Smoking” stickers and posters – DOH Tobacco Clearinghouse

**Health Care Systems Change/Trainings C3.04
(Required for Community Contractors, Large Tribes and Statewide Disparity Contractors)**

Train health care providers and other stakeholders to provide brief interventions with clients that support smoking/tobacco cessation and also implement ‘office reminder systems’. This may include becoming an instructor of the DOH Basic Tobacco Intervention Skills Training curriculum and then organizing community based trainings for health care providers. It may also include recruiting a person from an already existing medical system to be trained as an instructor, who then delivers training to people within their system. Contractors must use the DOH Basic Tobacco Intervention Skills (BTIS) Training Curriculum.

6 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s)

NOTE: Use of funds to provide Nicotine Replacement Therapy (NRT) as an incentive to health care settings serving low-income clientele for implementing system-wide changes must be specifically approved by contract managers based on justification. Appropriate justification includes: of health care system(s) to be served, of appropriate dispensation protocols (including criteria for exclusion, such as pregnancy, high blood pressure, etc.), estimated number of low-income (<200% of federal poverty guideline) clients to receive NRT, and of how comprehensive office approaches will be implemented. You may not use more than 5% of your TPC Program funds on NRT.

Outputs/Use to Report in CATALYST

- Number of health care providers and staff who receive training.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Health Care Providers & Staff (*Occupation)
- Low Income Populations (*Risk Factor)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased proportion of health care systems and providers treat tobacco use as a “vital sign” and conduct effective, routine interventions with all patients.

Evaluation Tool(s) Available

- Training evaluations including pre/post tests, included in the DOH Basic Tobacco Intervention Skills Training provided by the Tobacco Prevention Resource Center.

Associated Benchmarks and Measures Statewide

- Increase interventions by health care providers with their patients.
 - o WA Measure: 49% of current tobacco users had ever been advised to quit using tobacco by a doctor; a total of 54% had been advised to quit by any kind of health care provider. (Source: Adult Telephone Survey, 2002)

Related Activities

N/A

Rationale

A recent, rigorous review of tobacco use interventions concluded that –
1) Quit Lines are strongly recommended components of comprehensive statewide programs, 2) health care provider training and reminder systems are highly recommended for increasing health care interventions for patients, and 3) mass

media campaigns for cessation are strongly recommended when combined with other interventions.⁷

Multi-component telephone support/counseling systems have been implemented in many states, and are observed to be effective when combined with patient education materials. Health care provider interventions are known to be effective with patients, and systems implementation strategies in addition to health care provider education in order for tobacco cessation programs in clinical settings to be successful. Policy work with health care plans is essential to increasing access to comprehensive tobacco treatment services.

References and Resources

- Summary of Public Health Service (PHS) guidelines for health care professionals: <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5011a1.htm>
- Recommendations for community-based cessation interventions: www.thecommunityguide.org
- DOH Basic Tobacco Intervention Skills Training: Guidebook for Participants
- DOH Tobacco Cessation in Your Practice: Introducing the Basic Tobacco Intervention Skills Training – 1 hour marketing tool
- Training of Instructors on the Basic Tobacco Intervention Skills Training curriculum through the Tobacco Prevention Resource Center www.tobaccoprc.org
- Speakers Bureau assistance through the Tobacco Prevention Resource Center www.tobaccoprc.org

Increase Local Resources for Adult Cessation C3.05

Increase local resources for adult cessation support. This could include providing trainings or technical assistance to implement support groups or other resources for adult tobacco users who want to quit (for example, in worksites, hospitals, or other community settings).

NOTE: DOH strongly discourages use of paid staff to deliver adult cessation support groups, as these approaches are resource-intensive and not sustainable. Appropriate justification to use this approach includes: work with cultural minority groups not served by any other cessation support system, or other special circumstance and must be negotiated with your contract manager. If delivering adult cessation support groups, it is strongly recommended that they be provided in partnership with existing systems. No more than 5% of your TPC Program budget will be allowed to staff groups.

Outputs/Use to Report in CATALYST

- Number of people trained to deliver cessation classes/programs, or number of new programs established in the community.

⁷ Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

- IN CASE OF DIRECT SERVICE: number of individuals served with the cessation program or service.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Adult Tobacco Users (* Tobacco Use)
- Venues (* Public Awareness Venues)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increase the proportion of adults who have access to and utilize local resources to help them quit. DIRECT SERVICE: Increased quit attempts and successful quitting among participants.

Evaluation Tool(s) Available

- CATALYST -- Adult Cessation Pre/Post Program Survey

Associated Benchmarks and Measures Statewide

- Increase the proportion of adults who attempt to quit using tobacco.
 - o WA Measure: 64.0% of current and recent (past year) tobacco users had attempted to quit using tobacco for one day or longer during the past year. (Source: Adult Telephone Survey, 2002)

Related Activities

- Increase local resources for youth – C3.06

Rationale

A recent comprehensive review of literature to describe community-based interventions found sufficient evidence to recommend strategies that reduce patient out-of-pocket costs for effective treatments for tobacco use and dependence. This includes by providing coverage for or reimbursement of patients for expenditures on (1) cessation groups or (2) nicotine replacement or other pharmacological therapies⁸. Delivery of these activities is most sustainable if provided in partnership with existing services for appropriate populations (for example, in partnership with a hospital or health care system).

References and Resources

- Summary of Public Health Service (PHS) guidelines for health care professionals: <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5011a1.htm>
- Recommendations for community-based cessation interventions: www.thecommunityguide.org

8 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s)

- Technical Assistance on capacity building provided by the Tobacco Prevention Resource Center www.tobaccoprc.org

Increase Local Resources for Youth Cessation C3.06

Increase local resources for youth cessation support. This could also include providing trainings or technical assistance for adults to deliver youth cessation curricula, or directly providing programs to support comprehensive school programs. Recommended programs for youth cessation include END (Ending Nicotine Dependence, from the Utah State Department of Health), NOT (Not on Tobacco, from the American Lung Association), TAP/TEG (distributed by Ken Warner and Associates).

Outputs/Use to Report in CATALYST

- Number of youth organization representatives for whom training or technical assistance is provided.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Youth Service Providers/Organization (*Occupation)
- School District (*Public Awareness Venue)
- School Building (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Among organizations serving youth, increase the availability of youth cessation support. Among youth, increase awareness and use of cessation resources, and increase quit attempts and successful quitting.

Evaluation Tool(s) Available

- CATALYST -- Youth Cessation Pre/Post Program Survey

Associated Benchmarks and Measures Statewide

- Increase tobacco use cessation attempts by adolescent smokers during the past year.
 - o WA Measure: 53% of 12th grade tobacco users reported trying to quit at least once during the past year, and 14% of 12th grade tobacco users reported ever participating in a program to help them quit tobacco. (Source: Healthy Youth Survey, 2002)

Related Activities

- Increase local resources of adult cessation – C3.05
- Support Comprehensive School Policies and Programs - C2.08

Rationale

An evaluation of the NOT program (conducted by West Virginia University) found a 22.4% 6-month quit rate among youth.

Reported evaluation of the TAP/TEG program found a 12% quit rate for TEG and 16% for TAP participants at the conclusion of the program, using conservative assumptions. A different evaluation found a 29% quit rate among participants at 6-12 months.

References and Resources

- NOT (Not On Tobacco) – American Lung Association: www.lungusa.org/tobacco/not/
- END (Ending Nicotine Dependence) – Utah State Department of Health: <http://hlunix.hl.state.ut.us/cfhs/tpcp/end.html>
- TAP/TEG (Intervening with Teen Tobacco Users & Helping Teens Stop Using Tobacco) – www.youthtobacco.com

Local Assessment of Cessation Resources C3.07 (Required for Community Contractors, Large Tribes and Statewide Disparity Contractors)

Collect information to enhance community planning and implementation of comprehensive tobacco cessation services a minimum of twice a year. This includes supporting the annual quit line assessment of existing local adult and youth cessation resources. This *may also* include an assessment of current community cessation resources and an identification of gaps in service that help in the creation of a community-wide cessation plan. This *can also* include an assessment of the percentage of physicians consistently delivering the brief intervention, identification of health care provider training needs or assessment of systems related changes needed among medical settings.

Outputs/Use to Report in CATALYST

- Number of individuals or partners engaged in assessment process.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Health Care Providers (*Occupation)
- Social Service Providers/Organizations (*Occupation)
- Youth Service Providers/Organizations (*Occupation)
- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Identification of opportunities, barriers, gaps for cessation support activities.

Increased referrals by the Quit Line to local cessation resources.

Evaluation Tool(s) Available

- Washington Tobacco Quit Line – Cessation Referral Resource Inventory Tool (for completion by existing cessation programs)

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Cessation task force – C3.08
- Cessation special survey – C3.09

Rationale

Assessment activities prior to program implementation can increase the efficiency of activities – particularly when activities have not been implemented in some area or some way. Participation in an assessment process can also provide an opportunity to identify new partners (for example, through contact as key informants), or community engagement in implementing activities (if partners assist in identification of opportunities, barriers, and gaps).

References and Resources

- TPRC for technical assistance www.tobaccoprc.org

Cessation Task Force C3.08

Identify and work with an ad-hoc targeted group of community experts and stakeholders to specifically identify resources/opportunities and gaps/barriers in community-based tobacco cessation efforts.

Outputs/Use to Report in CATALYST

- Number of task force members engaged.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Develop a specific, strategic plan related to cessation program activities. Increase engagement of key stakeholders for tobacco cessation.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Community Assessment for Cessation C3.07
- Cessation special survey – C3.09

Rationale

Engagement of a task force in specifically developing a plan for cessation in the community can result in more efficient planning processes that take advantage of existing capacity within the community, and engage partners to implement solutions.

References and Resources

- TPRC for technical assistance www.tobaccoprc.org

Cessation Assessment or Special Survey C3.09

Collect information to enhance community-based tobacco control program planning and implementation. This could include through key informant interviews and/or opinion leader surveys about the importance of tobacco prevention in the community. This activity should not use more than 10% of your funds.

Outputs/Use to Report in CATALYST

- Number of community members engaged in the survey or assessment process (for example, planning group members or key informants).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Identification of opportunities, barriers, gaps for conducting tobacco prevention reduction activities.

Evaluation Tool(s) Available

- CATALYST – Special Project Survey Option – contact your DOH evaluation representative for more details

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Local assessment of cessation resources – C3.07
- Cessation task force – C3.08

Rationale

Assessment activities prior to program implementation can increase the efficiency of activities – particularly when activities have not been implemented in some area or some way. Participation in an assessment process can also provide an opportunity to identify new partners (for example, through contact as key informants), or community engagement in implementing activities (if partners assist in identification of opportunities, barriers, and gaps).

References and Resources

- American Cancer Society “Communities of Excellence”

Goal C4: Eliminate Exposure to Secondhand Smoke

Activities related to this goal are intended to increase community members' and key individuals' knowledge and beliefs about the harm of secondhand smoke exposure. Specifically, activities create environmental change, provide information, and promote individual behavior change to protect others from secondhand smoke.

Successful efforts, in conjunction with other local programs and state-level activities, will result in reduced exposure to secondhand smoke in homes, worksites, and public places.

Additionally, successful reduction of secondhand smoke exposure (particularly through policies that restrict smoking in public places) contributes to cessation and prevention of tobacco use among adults and youth.

Public Education – Secondhand Smoke (SHS) C4.01 (Required for Community Contractors, Large Tribes and Statewide Disparity Contractors)

Work with the Secondhand Smoke Community Assistance Project (SHSCAP) to use media advocacy, social marketing, and/or community intervention strategies to support the statewide secondhand smoke campaign in communicating the harm from secondhand smoke and recommending policy oriented strategies to limit exposure by youth and adults.

Outputs/Use to Report in CATALYST

- Number of venues or media channels to work through for sending messages.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased knowledge and awareness about the harms of secondhand smoke exposure.

Evaluation Tool(s) Available

- CATALYST – Local News Stories Media Tracking Tool

Associated Benchmarks and Measures Statewide

- Reduce secondhand smoke exposure for children.

- o HP2010 27-9: Reduce the proportion of children who are regularly exposed to tobacco smoke at home, so that 10% or less of children are exposed 4 or more days per week in the home.
- o WA Measure: 12% of adults reported that someone had smoked inside their home on one or more of the past 30 days (Source: Adult Telephone Survey, 2002)
- o WA Measure: Among 8^h graders, 45% reported being in a room with someone who was smoking, and 35% reported riding in a car with someone who was smoking, at least once during the past week. (Source: Healthy Youth Survey, 2002)

Related Activities

- Policy Education – Public Venues - C4.03
- Secondhand Smoke Training – C4.04

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.⁹

References and Resources

- “One of the best things you can do for your kids” pamphlet (languages: Arabic, Cambodian, Chinese, Korean, Laotian, Russian, Spanish, Vietnamese) – DOH Tobacco Clearinghouse
- CDC “Secondhand Smoke in Your Home” facts
www.cdc.gov/tobacco/research_data/environmental/etsfact3.htm

Business Education – Secondhand Smoke C4.02

Use a variety of strategies and tools available from SHSCAP to raise awareness among restaurant, bar, multiunit dwelling owners/managers about the benefits of being smoke-free, harm from secondhand smoke exposure for patrons/employees, and communicate public support to restrict smoking areas. This could include through use of a “consideration campaign” (where restaurant patrons affix stickers to their bill when dining out to communicate their support for smoke-free environments).

Outputs/Use to Report in CATALYST

- Number of restaurant owners/managers to reach.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

9 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

Recommended Audience (*CATALYST Target Audience Category)

- Restaurant Owners/Managers (*Occupation)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased support among restaurant/bar owners to become smoke-free.

Evaluation Tool(s) Available

- CATALYST -- Smoke-free Restaurant Tracking Tool

Associated Benchmarks and Measures Statewide

- Information entered into CATALYST Activity Evaluation for communities will begin to identify a statewide rate for smoking in restaurants.

Related Activities

- Public Awareness: SHS – C4.01
- Policy education: worksites – C4.03
- SHS Training – C4.04
- Smoke-free Dining Guide Project – C4.05

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.¹⁰

References and Resources

N/A

Policy Education – Public Venues & Worksites C4.03

Use a variety of media channels, educational strategies, and tools available from SHSCAP to educate government (city, county, park boards, boards of health, etc.) decision-makers and business owners about the benefits of and strategies for restricting secondhand smoke. This could include for foster care systems, college/vocational school settings, or other individual settings.

10 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

Outputs/Use to Report in CATALYST

- Number of venues or media channels reached with policymaker-focused messages.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased number of smoking bans and restrictions, among businesses and communities.

Decreased frequency and intensity of exposure to secondhand smoke in public venues and worksites.

Evaluation Tool(s) Available

- CATALYST -- Policy tracking tool

Associated Benchmarks and Measures Statewide

- Reduce secondhand smoke exposure in the workplace.
 - HP2010 27-12: Increase the proportion of worksites with formal smoking policies that prohibit or limit smoking areas, so that by 2010 100% of worksites have such restrictions.
 - WA Measure: 74% of Washington adults report that they are exposed to secondhand smoke for one or more hours per week while at work. (Source: Adult Telephone Survey, 2002)

Related Activities

- Public Awareness/Education – Secondhand Smoke C4.01
- Restaurant/bar education – C4.02
- SHS Training – C4.04
- Smoke-free dining guide – C4.05

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.¹¹

11 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

References and Resources

- “Making your workplace smoke-free – a decision maker’s guide”
www.cdc.gov/tobacco/research_data/environmental/etsguide.htm
- “No Smoking” stickers and posters – DOH Tobacco Clearinghouse

Training in Secondhand Smoke C4.04

Using tools and materials available from SHSCAP provide training to volunteers or stakeholders to motivate others to take action around secondhand smoke. This could include working with health care systems or social service providers to conduct brief interventions that promote smoke-free homes among their clients. Trainings should be in coordination with SHSCAP.

Outputs/Use to Report in CATALYST

- Number trained (from among specific sub-populations, if appropriate).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased skills and knowledge to deliver information (including motivational messages) about protecting nonsmokers – including children – from secondhand smoke exposure.

Evaluation Tool(s) Available

- CATALYST -- [General Training Evaluation Tool](#)

Associated Benchmarks and Measures Statewide

- Reduce secondhand smoke exposure for children.
 - o HP2010 27-9: Reduce the proportion of children who are regularly exposed to tobacco smoke at home, so that 10% or less of children are exposed 4 or more days per week in the home.
 - o WA Measure: 12% of adults reported that someone had smoked inside their home on one or more of the past 30 days (Source: Adult Telephone Survey, 2002)
 - o WA Measure: Among 8th graders, 45% reported being in a room with someone who was smoking, and 35% reported riding in a car with someone who was smoking, at least once during the past week. (Source: Healthy Youth Survey, 2002)

Related Activities

- Public Awareness/Education around Secondhand Smoke – C4.01
- Restaurant/bar education – C4.02
- Policy education: worksites – C4.03
- Smoke-free dining guide – C4.05
- Public Awareness/Education: Smoke-free homes & autos – C4.08

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.¹²

Although insufficient evidence was found to recommend programs to educate and motivate families to make homes smoke-free, systems exist (such as healthcare or social service delivery mechanisms) that make it convenient to implement such educational efforts. The research finding was due to a lack of studies rather than negative findings from completed studies; therefore there is no reason to believe that these efforts would not be successful if implemented carefully, respecting the needs and values of the population to be ultimately impacted.

References and Resources

- “One of the best things you can do for your kids” pamphlet (languages: Arabic, Cambodian, Chinese, Korean, Laotian, Russian, Spanish, Vietnamese) – DOH Tobacco Clearinghouse
- CDC “Secondhand Smoke in Your Home” facts
www.cdc.gov/tobacco/research_data/environmental/etsfact3.htm

Smoke-free Guide Project C4.05

Identify and provide a complete listing of smoke-free facilities such as restaurants, bars, and multiunit dwellings in the community. Distribute broadly to community members. Provide list to DOH and SHSCAP for posting to DOH website. All smoke-free venues must meet DOH definition of “smoke-free venue” (available on the DOH website in July 2004). Contractors are encouraged to send smoke-free facility lists to contractor managers to be posted on the DOH website.

¹² Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

Outputs/Use to Report in CATALYST

- Number of venues or media channels where information about the guide is provided.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased public knowledge and awareness about making choices for dining out related to restaurant policies around smoking.

Evaluation Tool(s) Available

- CATALYST -- Smoke-free Restaurant Tracking Tool

Associated Benchmarks and Measures Statewide

- CATALYST Activity Evaluation/Smoke-free Restaurant Tracking Tool will begin to measure the percentage of restaurants that do not allow smoking statewide.
- Increase the proportion of adults who believe that smoking should be completely banned in restaurants.
 - o WA Measure: 71% (Source: Adult Telephone Survey, 2002)

Related Activities

- Public Awareness: SHS – C4.01
- Restaurant/Bar Policy Education – C4.02
- Policy education: worksites – C4.03
- SHS Training – C4.04

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions [including within individual sites, and larger geographic regions] are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.¹³

References and Resources

N/A

13 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

Support Secondhand Smoke Community Assessment C4.06

Collect and maintain information on existing policies (private/public) to enhance community tobacco control program planning and implementation for secondhand smoke reduction. Private businesses with 50 or more employees are suggested as a target group (Washington State and federal government businesses are currently covered and exempt from this requirement). The assessment should also include all coded public policies, rules and regulations, that cover public tobacco use including smoking restrictions, ventilation requirements, littering rules (as regards tobacco products) and other related policies.

Outputs/Use to Report in CATALYST

- Number of policies listed by location and/or business name, coding number and brief description of the policy content, as well as stakeholders or individuals engaged in assessment process.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Public Policy (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Identification of opportunities, barriers, gaps for conducting secondhand smoke reduction activities.

Evaluation Tool(s) Available

- Smoke-free Community Policies Tracking Tool (To be released July 2004)

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- SHS Task Force – C4.07
- SHS: Assessment or Special Survey – C4.09

Rationale

Assessment activities prior to program implementation can increase the efficiency of activities – particularly when activities have not been implemented in some area or some way. Participation in an assessment process can also provide an opportunity to identify new partners (for example, through contact as key informants), or community engagement in implementing activities (if partners assist in identification of opportunities, barriers, and gaps).

References and Resources

- American Cancer Society “Communities of Excellence”
- Americans for Nonsmokers’ Rights/American Lung Association;
www.no-smoke.org

Secondhand Smoke – Task Force C4.07

Identify and work with an ad-hoc targeted group of community experts and stakeholders to specifically identify resources/opportunities and gaps/barriers for community-based secondhand smoke reduction programs.

Outputs/Use to Report in CATALYST

- Number of individuals/members of the task force (from among specific sub-populations, if appropriate).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Develop a specific, strategic plan related to secondhand smoke reduction activities.

Increase engagement of key stakeholders for secondhand smoke reduction.

Evaluation Tool(s) Available

N/A

Associated Benchmarks and Measures Statewide

N/A

Related Activities

- Community Assessment Activities -- C4.06
- SHS: Assessment or Special Survey – C4.09

Rationale

Engagement of a task force in specifically developing a plan for cessation in the community can result in more efficient planning processes that take advantage of existing capacity within the community, and engage partners to implement solutions.

References and Resources

N/A

Public Awareness/Education – Smoke-free Homes & Autos C4.08

Educate families about strategies and benefits of smoke-free homes and environments.

Outputs/Use to Report in CATALYST

- Number of venues or media channels reached with information about smoke-free homes and environments.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Venues (*Public Awareness Venue)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased knowledge and awareness about the hazards of smoke exposure for children in the home and automobiles.

Increased belief that children should not be exposed to secondhand smoke.

Evaluation Tool(s) Available

- CATALYST – [Local News Stories Media Tracking Tool](#)

Associated Benchmarks and Measures Statewide

- Reduce secondhand smoke exposure for children.
 - HP2010 27-9: Reduce the proportion of children who are regularly exposed to tobacco smoke at home, so that 10% or less of children are exposed 4 or more days per week in the home.
 - WA Measure: 12% of adults reported that someone had smoked inside their home on one or more of the past 30 days (Source: Adult Telephone Survey, 2002)
 - WA Measure: Among 8th graders, 45% reported being in a room with someone who was smoking, and 35% reported riding in a car with someone who was smoking, at least once during the past week. (Source: Healthy Youth Survey, 2002)

Related Activities

- Secondhand smoke training – C4.04
- Public Awareness: Smoke-free homes & autos – C4.08

Rationale

A recent comprehensive review of literature related to community-based tobacco control interventions found that smoking bans and restrictions are very effective (and highly recommended) strategies for reducing exposure to secondhand smoke. Successful implementation of policies that keep nonsmokers from exposure to

secondhand smoke must typically be preceded by public awareness and education strategies, to generate belief in the need for bans and restrictions.¹⁴

Although insufficient evidence was found to recommend programs to educate and motivate families to make homes smoke-free, systems exist (such as healthcare or social service delivery mechanisms), that make it convenient to implement such educational efforts. The research finding was due to a lack of studies rather than negative findings from completed studies; therefore there is no reason to believe that these efforts would not be successful if implemented carefully, respecting the needs and values of the population to be ultimately impacted.

References and Resources

- “One of the best things you can do for your kids” pamphlet (languages: Arabic, Cambodian, Chinese, Korean, Laotian, Russian, Spanish, Vietnamese) – DOH Tobacco Clearinghouse
- CDC “Secondhand Smoke in Your Home” facts
www.cdc.gov/tobacco/research_data/environmental/etsfact3.htm
- “No Smoking” stickers and posters – DOH Tobacco Clearinghouse

Secondhand Smoke - Assessment or Special Survey C4.09

Collect information to enhance community-based tobacco control program planning and implementation. This could include through key informant interviews and/or opinion leader surveys about the importance of tobacco prevention in the community. This activity should not use more than 10% of your funds.

Outputs/Use to Report in CATALYST

- Number of community members engaged in the survey or assessment process (for example, planning group members or key informants).
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Identification of opportunities, barriers, gaps for conducting tobacco prevention reduction activities.

Evaluation Tool(s) Available

- CATALYST – [Special Project Survey Option](#) – contact your DOH evaluation representative for more details

14 Hopkins DP, Fielding JE. 2001. The Guide to Community Preventive Services: Tobacco Use Prevention and Control. Am J Prev Med. 20(2s).

Associated Benchmarks and Measures Statewide

N/A

Related Activities

N/A

Rationale

Assessment activities prior to program implementation can increase the efficiency of activities – particularly when activities have not been implemented in some area or some way. Participation in an assessment process can also provide an opportunity to identify new partners (for example, through contact as key informants), or community engagement in implementing activities (if partners assist in identification of opportunities, barriers, and gaps).

References and Resources

- American Cancer Society “Communities of Excellence”

Conduct Secondhand Smoke Law Enforcement Education C4.10 (New Activity - Required for Community Contractors)

Conduct education with local agencies responsible for enforcing existing and newly adopted laws regarding secondhand smoke/smoking in public places. Education should be provided to all local fire departments and local health departments detailing their responsibility for enforcing the provisions of the Clean Indoor Air Act. These local agencies should be supported in developing internal policies to address enforcement issues where none exist and implementing those policies where new or current policies are not utilized.

Education should also include increasing public awareness about the roles of enforcement agencies for violations of the Clean Indoor Air Act (RCW 70.160), Labor and Industry Rules for Office Work Environments (WAC 296-800-250, Smoking in State Facilities (EO 88-06), and other state and local smoking/tobacco restrictions. The public should also be educated on the laws and how to pursue enforcement action.

Outputs/Use to Report in CATALYST

- Number of fire departments and health departments contacted with information about enforcement of laws restricting smoking in public places.
- Number of venues or media channels reached with information about enforcement of laws restricting smoking in public places.
- Use journal entries to provide a summary of the activity including date, people involved, key decisions, or important findings about successes and barriers.

Recommended Audience (*CATALYST Target Audience Category)

- Local Gov't Officials/Policy Makers (*Occupation)
- Health Care Providers/Organizations (*Occupation)

- Law Enforcement (*Occupation)
- Newspaper/Radio/Television Ads (*Venue)
- Special Events (*Venue)
- Stakeholders (*Other)
- Use the CATALYST audience attribute lists to further define specific target or sub-populations for your community

Desired Outcomes

Increased knowledge about laws and motivation to enforce laws restricting secondhand smoke exposure among fire departments and local health department leadership and staff.

Increased knowledge of laws and resources to support enforcement among the general public.

Evaluation Tool(s) Available

N/A

Related Activities

- Public Education Secondhand Smoke – C4.01
- Business Education – Secondhand Smoke – C.402
- Policy Education - Public Venues & Worksites – C4.03
- Training in Secondhand Smoke – C4.04
- Secondhand Smoke Task Force C4.07
- Secondhand Smoke Assessment or Special Survey - C4.09

Rationale

Education of local fire departments and local health jurisdictions is crucial to the successful implementation of existing laws that restrict smoking in public places. Many of these agencies are: unaware of their responsibilities under RCW 70.160 and WAC 296-800-250; lacking systems to effectively handle and follow through with complaints and violations; and unaware of local resources available to them in implementing effective enforcement that is available from local and state tobacco prevention programs.

Local citizens are equally unaware of what these laws cover and what the mechanism for reporting violations may be in their communities. Increased awareness on the part of the public will increase the likelihood of effective enforcement and reduce the overall exposure to secondhand smoke.

References and Resources

- Washington Clean Indoor Air Act (RCW 70.160)
- Labor and Industry Rules for Office Work Environments (WAC 296-800-250)
- Governor's Policy on Smoking in State Facilities (EO 88-06)
- DOH Compliance Web Page www.doh.wa.gov/tobacco/compliance

- Labor & Industry's Web Page on Smoking in Office Work Environments
<http://www.lni.wa.gov/wisha/rules/corerules/HTML/296-800-240.htm>